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MORE THAN GREAT COMEDY!
HERE'S GREAT ENTERTAINMENT!

4 COLS. x {150 LINES.....600 LINES / 10¾ inches.....43 inches}

MAT 405

"'GEISHA BOY' HILARIOUS" HOLLYWOOD REPORTER

PUBLICITY

Jerry Lewis at Local Theatre In New Comedy 'The Geisha Boy'

(Day Before Opening)

Tomorrow is the day that will bring to movie fans the special kind of fun and laughter they haven't enjoyed since the last Jerry Lewis picture, "Rock-a-Bye Baby." It is the day that Jerry's new Paramount production, "The Geisha Boy," in Technicolor and VistaVision, opens at the ..... Theatre, with Marie ("The Body") McDonald and Sessue Hayakawa co-starred.

"The Geisha Boy" gives Jerry new fields of activity—this time he carries on in Japan and Korea—and word has it that he makes the most of them, as only he can. The comedian will be seen in the role of an inept magician with a U.S.O. unit, whose rabbit (Harry Hare, according to the billing) is a lot cleverer than he is. Jerry meets a beautiful Japanese girl (Nobu Atsumi McCarthy) and her cute little nephew (Robert Kazuyoshi Hirano), who attaches himself to the entertainer in a way that complicates Jerry's life hilariously.

Marie McDonald has the fitting role of a screen and television glamour star of the U.S.O. troupe that includes Jerry, much to her regret, for he makes her life miserable (always accidentally, of course) from the moment they take off for the Orient. Hayakawa, by an odd coincidence, plays a Japanese bridge-builder, stern father of Nobu, who figures in a riotous spoof of "The Bridge on the River Kwai," one of the comedy highlights of the picture.

Still No. 10326-1 *Mat 1A*

JERRY LEWIS CRASHES THE ORIENT in his newest Paramount laugh hit, "The Geisha Boy," which arrives ..... at the ..... Theatre. The VistaVision and Technicolor comedy co-stars Marie McDonald and Sessue Hayakawa.

'The Geisha Boy' Next

The new Jerry Lewis picture, "The Geisha Boy," is the next attraction at the ..... Theatre. The Paramount comedy, in Technicolor and VistaVision, which opens there on ....., co-stars Jerry with Marie ("The Body") McDonald and Sessue Hayakawa.

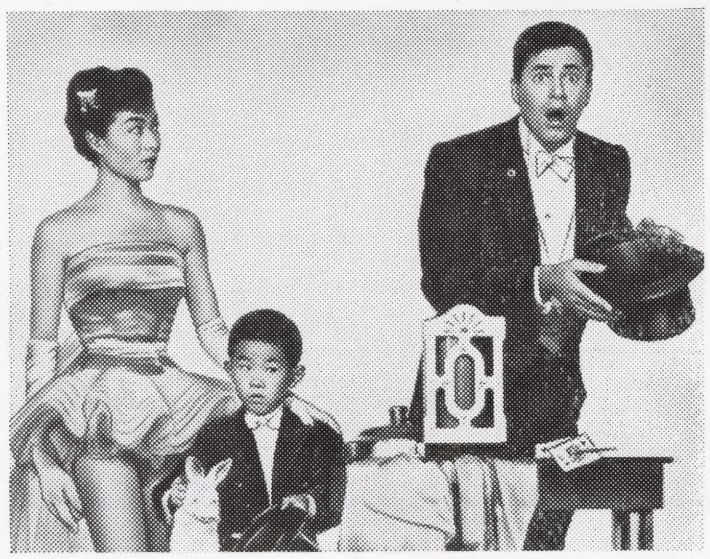
"The Geisha Boy," in which Jerry plays a bungling magician on a U.S.O. tour to the Orient, introduces a number of new personalities—Suzanne Pleshette, Nobu Atsumi McCarthy, Robert Kazuyoshi Hirano, Ryuzo Demura. Also to be seen in uproarious action are the Los Angeles Dodgers.

Los Angeles Dodgers In Jerry Lewis Film

(Plant this on Sports Page)

One of the most hilarious sequences in Jerry Lewis's new Paramount comedy, "The Geisha Boy," which comes ..... to the ..... Theatre, features the Los Angeles Dodgers. In their first film appearance since coming to the California city, the Dodgers play an exhibition game against a top Japanese team in Tokyo. To oppose them Lewis engaged top players from the two leading local Japanese ball teams, the Little Tokyo Giants and Nisei Trading.

"The Geisha Boy," in Technicolor and VistaVision, stars Jerry as a bungling U.S.O. magician in the Orient, and co-stars Marie McDonald and Sessue Hayakawa.



Still No. 10326-10 *Mat 2A*

JERRY LEWIS IN JAPAN as a zany USO entertainer is funnier than ever in his latest laugh riot, "The Geisha Boy," Paramount's VistaVision and Technicolor comedy due ..... at the ..... Theatre. With him are lovely Nobu Atsumi McCarthy, Robert Hirano and Harry Hare.

LATEST JERRY LEWIS FUN FILM, 'THE GEISHA BOY' CO-STARS MARIE McDONALD AND SESSUE HAYAKAWA

(First Story)

Jerry Lewis dons a Japanese kimono and opens a bag of hilarious new tricks in his upcoming Paramount picture, "The Geisha Boy" which co-stars Marie McDonald and Sessue Hayakawa and arrives ..... at the ..... Theatre.

Filmed in Technicolor and VistaVision, "The Geisha Boy" stars Jerry in the role of an unemployed magician who joins a U.S.O. unit in Japan and Korea. It tells the story of his adventures there, and since they are Jerry Lewis's adventures it follows as the night the day that they are bound to be the zaniest and most uproarious that ever befell man—or magician.

Contributing to the proceedings are a number of new personalities including pretty Suzanne Pleshette from the Broadway stage, luscious Japanese beauty Nobu Atsumi McCarthy, cute little Robert Kazuyoshi Hirano, the famous Japanese wrestler Ryuzo Demura. A most amazing little white rabbit, Harry Hare, is among those present—and, of all things, the Los Angeles Dodgers! But then, anything can be expected in a Jerry Lewis picture, most of all laughs, so be sure to get your share from "The Geisha Boy."

Still No. 10326-23 *Mat 1B*

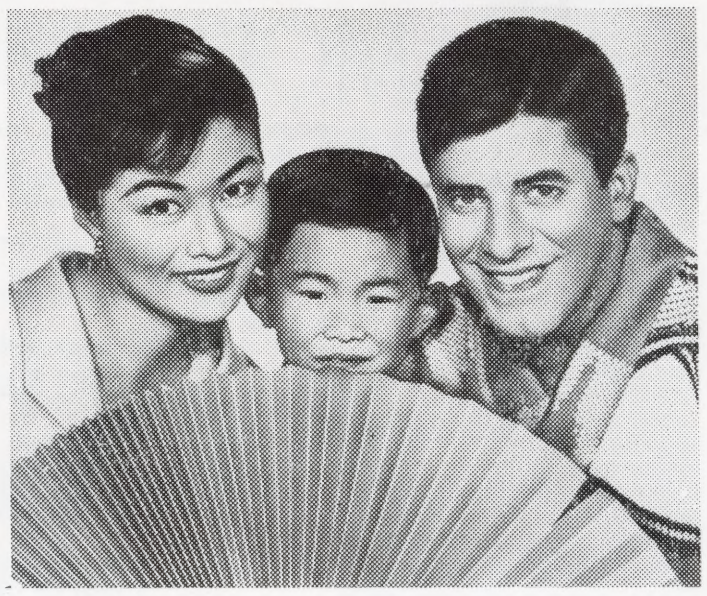
MARIE (THE BODY) McDONALD decorates Jerry Lewis's new laugh hit, "The Geisha Boy," due ..... at the ..... Theatre. Also starred with Jerry in Paramount's Technicolor-VistaVision comedy are Sessue Hayakawa and Japanese beauty, Nobu Atsumi McCarthy.

Just Wants to Be Funny

Jerry Lewis is one comedian who doesn't want to play Hamlet—or Pagliacci, either. He just wants to be funny, that's all, and never has he more richly fulfilled his ambition than in his newest Paramount picture, "The Geisha Boy," which comes ..... to the ..... Theatre.

The Technicolor and VistaVision comedy co-stars Marie McDonald and Sessue Hayakawa and features new personalities Suzanne Pleshette, Nobu Atsumi McCarthy, Robert Kazuyoshi Hirano and Ryuzo Demura, the latter a famous Japanese wrestler.

In "The Geisha Boy" Jerry plays an inept magician on a U.S.O. tour in the Orient where he encounters the kind of zany adventures that could only happen to him, including involvement with a Japanese orphan boy who decides that Jerry is his new father.



Still No. 10326-1 *Mat 2B*

JERRY LEWIS AND FRIENDS Nobu Atsumi McCarthy and Robert Kazuyoshi Hirano share some hilarious experiences in Jerry's newest laugh hit, "The Geisha Boy." The Technicolor-VistaVision Paramount comedy arrives ..... at the ..... Theatre with co-stars Marie McDonald and Sessue Hayakawa.

JERRY LEWIS AT HIS HILARIOUS BEST IN COMEDY HIT, 'THE GEISHA BOY'

(Review)

When funnier pictures than "The Geisha Boy" are made, I guess it will have to be Jerry Lewis who makes them, for each of his new comedies seems more uproarious than his preceding one, and this latest Paramount hilarity is no exception. It arrived at the ..... Theatre yesterday and a lot of the dialogue was lost in the almost continuous laughter that Jerry's nonsense evoked from the audience.

Filmed in Technicolor and VistaVision, "The Geisha Boy" sparkles with novelty and fresh expressions of Jerry's particular brand of buffoonery. It sets the nation's number one funny man down in the Orient as a bungling U.S.O. entertainer, a magician desperately dependent on his partner, Harry Hare (an amazingly clever white rabbit), for the successful accomplishment of his tricks. It involves Jerry with a beautiful Japanese girl (Nobu Atsumi McCarthy) and her young nephew (Robert Kazuyoshi Hirano), an appealing little boy who insists on adopting Jerry as his father. It also involves him with luscious Marie ("The Body") McDonald, who portrays a glamorous star in the same U.S.O. troupe as Jerry, and with Sessue Hayakawa in the role of Nobu's stern father.

The story of "The Geisha Boy" is a good one, providing Jerry with a marvelous framework for his many-faceted talents. Never has he been in rarer, more riotous form.

Sessue Hayakawa Switches to Comedy

Sessue Hayakawa, who won an Academy Award nomination for his role of the sadistic Japanese prison camp commandant in "The Bridge on the River Kwai," does a complete about-face in the new Jerry Lewis comedy for Paramount, "The Geisha Boy," which arrives .... at the .... Theatre.

In this Technicolor and VistaVision riot which stars Jerry as a bungling U.S.O. magician on tour in the Orient, Hayakawa, who has a straight character role in the comedy, figures in an uproarious spoof of "River Kwai," one of the many funny highlights of the picture.

"The Geisha Boy" also co-stars the curvaceous Marie McDonald.

Still No. 10326-8 *Mat 1C*

"THE GEISHA BOY" (JERRY LEWIS) and his buddy, cute little Robert Kazuyoshi Hirano, have some hilarious adventures in the Paramount comedy, in Technicolor and VistaVision due ..... at the ..... Theatre.

Teamed with Jerry Lewis

It took Jerry Lewis three months to find Robert Kazuyoshi Hirano, the six-year-old Japanese boy who is teamed with the comedian in Paramount's Technicolor and VistaVision production, "The Geisha Boy," due ..... at the ..... Theatre. During that period, Lewis looked at more than 250 boys in person and at least that many more photographs, some of which came from as far away as Hawaii.

"The Geisha Boy" tells the hilarious story of a U.S.O. magician's adventure in Japan, and Robert, who has had no previous acting experience, plays an orphan who becomes attached to Jerry and stows away in his plane.

The film co-stars Marie McDonald and Sessue Hayakawa and features Nobu Atsumi McCarthy.

TITLE, THEME PEG STORE TIE-UP

With the influx of Japanese merchandise into the country and the current great interest in Oriental articles of all kinds, from furniture to toys, a tie-up with a big department store would be very much on the beam and simple to accomplish. Suggest to the promotion manager of the store (if not a department store, then the largest furniture store in town) that he feature his Japanese imports with a special co-op ad (as shown, using Oriental-style type)—special windows, etc.—models inside store wearing Japanese kimonos (if possible, use Oriental girls) and/or salesgirls dressed in kimonos for the day of the sale.

STACY'S GOES GEISHA WITH "THE GEISHA BOY"

Give your home a lift with our Japanese imports! Give your spirits a lift . . . see Jerry Lewis as "The Geisha Boy" (Theatre).

For the store windows, take advantage of the currently popular shoji screens (which the store undoubtedly sells) by using them as display mounts for stills and theatre credits. Set one of these up in your theatre lobby for an unusual way to display stills and use as a headline for this the Japanese characters described elsewhere in this section.

TYPE TEASERS

Run a series of type teaser ads throughout the newspaper to break four days before your opening, as follows

1st Day

GEISHA
It's pronounced GAY-SHA!

2nd Day

GEISHA
It's pronounced GAY-SHA with the accent on GAY!

3rd Day

GEISHA
It's pronounced GAY-SHA with the accent on GAY . . . THE JERRY LEWIS WAY!

4th Day

GEISHA
It's pronounced GAY-SHA with the accent on GAY . . . SEE JERRY LEWIS as "THE GEISHA BOY" (THEATRE)

MUSIC PROMOTION

Make a pitch for disk jockey and music store co-operation which should be open to you through the title song that has been recorded by Jerry Lewis for Decca Records and Jubilee Records, as well as the sound track album of the background music of "The Geisha Boy," also recorded by Jubilee.

The title song is being published by Paramount Music Publishing Company and song covers are available to you for display purposes. Address your request for them to the publishers at 1619 Broadway, New York City, N. Y.

SHOW-SELLING TRAILER

National Screen Service has prepared an excellent, lively trailer that does a wonderful job of highlighting key scenes from "The Geisha Boy" and creating in patrons a desire to see this hilarious picture. Be sure to include this sales aid in your campaign; it will pay off at the box-office. Order your print in plenty of time from your National Screen Service branch.

NOVEL PITCH IN JAPANESE

*

誰でも笑い転げる

* "THE GEISHA BOY" IS A VERY FUNNY PICTURE!

EVEN IN JAPANESE . . .
JERRY LEWIS IN "THE GEISHA BOY" IS A SCREAM!

THEATRE • PLAYDATE

The above specially prepared art in correct Japanese characters which read: THE GEISHA BOY IS A VERY FUNNY PICTURE is a tremendously novel and interesting way to attract attention to this film with its Japanese background. The characters can be reproduced directly from this page in any size and for any purposes you desire to publicize "The Geisha Boy." Several purposes are here suggested for your consideration:

What You Can Do With Special Art

1. As doorknob hangers. 2. Imprint it on coasters and napkins for use in Oriental restaurants. 3. Use it as a newspaper teaser ad. 4. As lobby posters. 5. To headline a still-board. 6. Offer it to schools for reproduction in school papers and for posting on bulletin boards.

However you use it, it is suggested that you add to it English copy along the lines: EVEN IN JAPANESE . . . JERRY LEWIS IN THE "GEISHA BOY" IS A VERY FUNNY PICTURE!

•

ORIENTAL STREET BALLY

You can attract a lot of attention in the streets by sending around a couple of pretty, young Oriental girls dressed in attractive kimonos and have them carry big parasols imprinted with: GEISHA GIRLS LOVE "THE GEISHA BOY" . . . YOU WILL, TOO! (THEATRE)

•

LIVE RADIO SPOTS . . .

60-words:

It's the laughquake of the Orient . . . and points west . . . Jerry Lewis in his new Paramount Technicolor-VistaVision comedy, "The Geisha Boy" co-starring Marie McDonald, Sessue Hayakawa . . . featuring Suzanne Pleshette, Nobu Atsumi McCarthy, Robert Kazuyoshi Hirano . . . plus an uproariously original co-star for Jerry, a clever bunny called Harry Hare! "The Geisha Boy" stars Jerry as a slap-happy magician on a U.S.O. tour of the Orient. Starts (day) ..... Theatre.

35-words:

See Jerry Lewis as the slap-happy magician on a U.S.O. tour of the Orient in "The Geisha Boy" . . . Paramount's Technicolor-VistaVision comedy co-starring Marie McDonald, Sessue Hayakawa . . . and introducing that cute, clever bunny, Harry Hare. Starts (day) ..... Theatre.

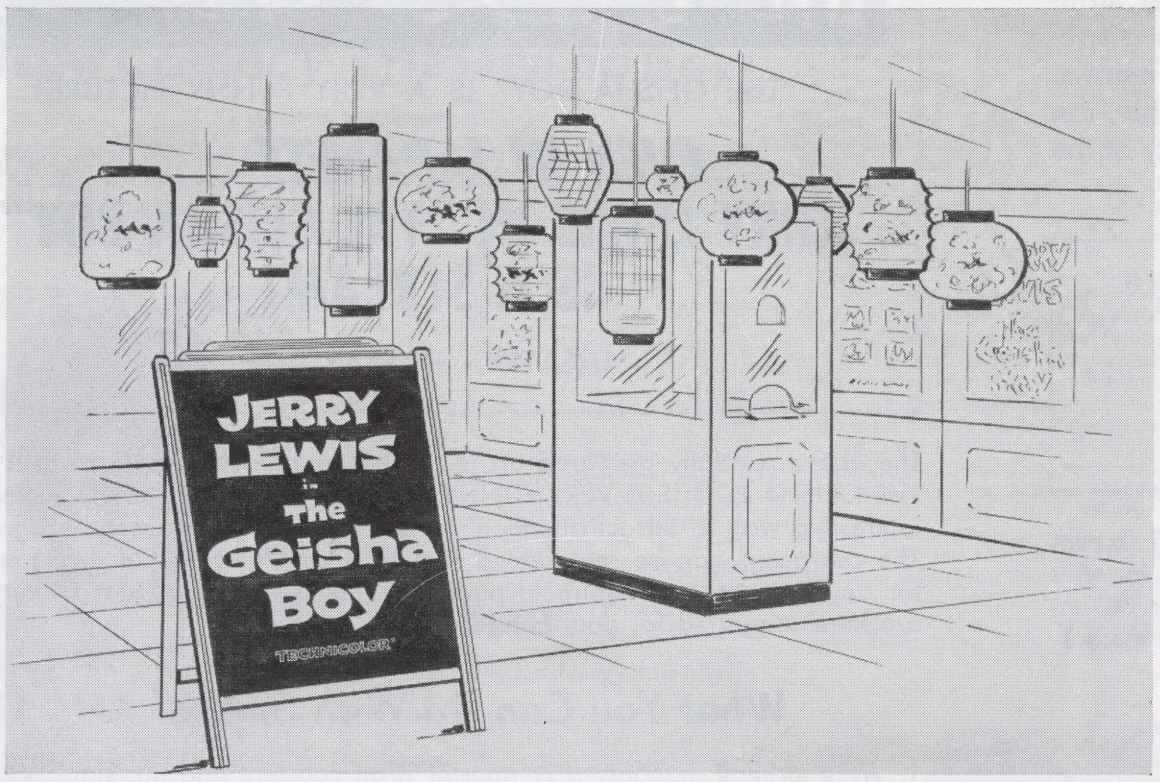
20-words:

It's a real riot . . . Jerry Lewis as a U.S.O. magician in the Orient in Paramount's Technicolor-VistaVision comedy, "The Geisha Boy" . . . tomorrow (Theatre).

DRESS YOUR HOUSE STAFF IN COLORFUL JAPANESE-STYLE KIMONOS!

15 JAPANESE LANTERNS

IN COLORFUL 'GEISHA BOY' LOBBY DISPLAY KIT



To help you sell "The Geisha Boy" in your lobby you will certainly want to take advantage of the unusual lobby display kit containing 15 authentic Japanese lanterns in assorted shapes, sizes and colors, which is available to you upon order as explained below. The lanterns are all ready for simple stringing in your lobby, under your marquee, in foyers, rest rooms, over candy counters, etc.

Order Complete Kit

The cost of each complete kit is $8.50. Place your order directly with the distributor who will pay the postage. Include your check or money order when ordering from:

ACADEMY ENTERPRISES
69-58 230TH ST., BAYSIDE, N. Y.

SYNOPSIS

(Not for Publication)

LOLA LIVINGSTON (Marie McDonald), of screen and television fame, is the star of a U.S.O. unit heading for Japan and Korea. Among the entertainers in the troupe are Gilbert Wooley (Jerry Lewis), small-time magician who's so inept that he can't even get on daytime tv, and the star of his act, Harry (Himself), talented little white rabbit who has to think for both of them.

Gilbert and Harry create all kinds of disturbances during the plane flight from California to Japan, particularly when Harry, the sly one, crawls into Lola's bed. She, in turn, awakens when Major Ridgley (Barton MacLane) is shoved through the curtains and flops across the bed. Lola slaps him in the face. Private Betty Pearson (Suzanne Pleshette), a pretty WAF, looks after Gilbert and helps soothe seething tempers.

In Tokyo, distraught Col. Adams (Alex Geary) hires lovely Kimi Sikita (Nobu McCarthy) to interpret Lola's replies to Japanese newsmen. Kimi's assignment is to translate anything Lola might say about the incident with Major Ridgley into something more pleasant, such as how happy she is to be in Japan. With Kimi is her six-year-old nephew, solemn-faced sad-eyed Mitsuo Watanabe (Robert Hirano).

The plane lands and Lola steps out to greet the waiting newsmen and photographers. Gilbert follows her out, accidentally steps on her dress and rips it off, leaving her in as little as the censors will allow. While Gilbert frantically tries to shield her from the photographers, Lola pounds him over the head with her fists and purse. Kimi looks on in joy as Mitsuo is convulsed with laughter.

That night, Kimi and Mitsuo visit Gilbert at his quarters. Kimi has come to thank him for making Mitsuo laugh, something the little boy hasn't done since losing both his parents in an accident. Gilbert is touched when he learns that Mitsuo wants to become his son.

After Kimi and Mitsuo leave, Gilbert is visited by a huge baseball pitcher named Ichiyama (Ryuzo Demura), who fancies himself engaged to Kimi. One thing leads to another and before you can say suki yaki Gilbert is hot footing it down the street with Ichiyama in close pursuit. Gilbert ducks into a bath house where he, Harry and Ichiyama wind up in the luckless Lola's tub . . .

Angered by Gilbert's actions, Major Ridgley has him parachuted into the fighting front in Korea to entertain our G.I.s However, Gilbert's presence is more distressing to our troops than all the Commie guns so he is returned to Tokyo.

Back in Japan, Gilbert meets Kimi's father (Sessue Hayakawa), whose hobby is building bridges and whistling a faintly reminiscent marching tune. Meanwhile, Mitsuo makes no secret of his growing affection for Gilbert, an affection returned by the magician.

Days later, Lola, Gilbert and the rest of the U.S.O. unit return to California. Upon their arrival, Gilbert discovers Mitsuo hiding in his trunk. An international incident is averted when Major Ridgley puts the boy back on a plane headed for Tokyo. This time it's Gilbert who's the stowaway.

All ends well in Japan where The Great Wooley and The Great Wooley, Jr., assisted by Kimi, become the toast of Tokyo.

CAST

Gilbert Wooley, unemployed magician who joins a U.S.O. unit to Japan ..... **JERRY LEWIS**
Lola Livingston, glamorous movie siren and star of the U.S.O. troupe ..... **MARIE McDONALD**
Mr. Sikita, his hobby is building bridges ..... **SESSUE HAYAKAWA**
Major Ridgley, he suffers because of Gilbert ..... **BARTON MacLANE**
Pvt. Betty Pearson, WAF who tries to help Gilbert ..... **SUZANNE PLESHETTE**
Kimi Sikita, she's never met anyone quite like Gilbert ..... **NOBU McCARTHY**
Mitsuo Watanabe, Japanese boy who becomes attached to Gilbert ..... **ROBERT HIRANO**
Ichiyama, Japan's great baseball pitcher ..... **RYUZO DEMURA**

GUEST STARS ..... **THE LOS ANGELES DODGERS**

And Introducing

Harry Hare, talented little white rabbit ..... **HIMSELF**

CREDITS

Producer ..... **JERRY LEWIS**
Director ..... **FRANK TASHLIN**
Screenplay ..... **FRANK TASHLIN**
Associate Producer ..... **ERNEST D. GLUCKMAN**
Costumes ..... **EDITH HEAD**
Unit Production Manager ..... **WILLIAM DAVIDSON**
Assistant Director ..... **C. C. "BUDDY" COLEMAN**
Cinematographer ..... **HASKELL BOGGS**
Art Direction ..... **HAL PEREIRA AND TAMBI LARSEN**
Music Adapted and Scored by ..... **WALTER SCHARF**
Film Editor ..... **ALMA MACRORIE**
Sound ..... **GENE MERRITT**
Technical Advisors ..... **YASUSHI TAGUCHI, SNAG WERRIS**

Running Time: 98 Minutes

MORE THAN GREAT COMEDY!
HERE'S GREAT ENTERTAINMENT!

TOPS EVERYTHING HE'S EVER DONE!
Jerry in the Orient is a Mirth-Quake of Laughs!

PARAMOUNT PRESENTS

JERRY LEWIS

in

Jerry and his hilarious playmate Harry Hare make Japan the Land of the Rising FUN!

A TECHNICOLOR® TREAT!
EXOTIC BEAUTY OF COLORFUL JAPAN!

Co-starring
MARIE McDONALD SESSUE HAYAKAWA

VISTAVISION®

Produced by JERRY LEWIS • Directed by FRANK TASHLIN • Screen Story and Screenplay by FRANK TASHLIN • Associate Producer ERNEST D. GLUCKSMAN

4 COLS. x {125 LINES.....500 LINES / 9 inches.....36 inches}

MAT 402

MORE THAN GREAT COMEDY!
HERE'S GREAT ENTERTAINMENT!

Paramount presents

JERRY LEWIS in **The Geisha Boy**

Co-starring
MARIE McDONALD · SESSUE HAYAKAWA

TECHNICOLOR®

Produced by JERRY LEWIS • Directed by FRANK TASHLIN • Screen Story and Screenplay by FRANK TASHLIN
VISTAVISION® Associate Producer ERNEST D. GLUCKSMAN

2 COLS. x {100 LINES . . . 200 LINES / 7 inches . . . 14 inches}

MAT 205

MORE THAN GREAT COMEDY
HERE'S GREAT ENTERTAINMENT

PARAMOUNT PRESENTS

JERRY LEWIS in **The Geisha Boy**

Co-starring
MARIE McDONALD
SESSUE HAYAKAWA

Produced by JERRY LEWIS • Directed by FRANK TASHLIN TECHNICOLOR®
Screen Story and Screenplay by FRANK TASHLIN • Associate Producer ERNEST D. GLUCKSMAN

VISTAVISION®

2 COLS. x {28 LINES . . . . . 56 LINES / 2 inches . . . . . 4 inches}

MAT 201

FUN'S No. 1 SON TOPS EVERYTHING HE'S DONE!

Jerry's a scream in a brand-new scene—
He's a Japanese Mirth-quake!

Nose to nose—
heart to heart!

Magic act with
a cute trick!

Knee-deep in
Nipponese
knock-outs!

A **TECHNICOLOR®** TREAT! EXOTIC BEAUTY OF COLORFUL JAPAN!

Co-starring MARIE McDONALD · SESSUE HAYAKAWA

Produced by JERRY LEWIS · Directed by FRANK TASHLIN · Screen Story and Screenplay by FRANK TASHLIN Associate Producer ERNEST D. GLUCKSMAN

3 COLS. x {105 LINES.....315 LINES / 7½ inches.....22½ inches}

MAT 301

TOPS EVERYTHING HE'S EVER DONE!

Jerry hits the Orient
in a Mirth-Quake
of Fun!

Jerry in Japan— oh, man! Join Fun's No. 1 Boy and his hilarious bunny playmate!

Co-starring
MARIE McDONALD · SESSUE HAYAKAWA

Produced by JERRY LEWIS · Directed by FRANK TASHLIN · Screen Story and Screenplay by FRANK TASHLIN Associate Producer ERNEST D. GLUCKSMAN

4 COLS. x {117 LINES.....468 LINES / 8½ inches.....34 inches}

MAT 403

2 COLS. x { 75 LINES . . . 150 LINES / 5½ inches . . . 11 inches } **MAT 204**

2 COLS. x { 50 LINES . . . 100 LINES / 3½ inches . . . 7 inches } **MAT 203**

Jerry's a Japanese Mirth-quake!

Co-starring MARIE McDONALD · SESSUE HAYAKAWA

Produced by JERRY LEWIS · Directed by FRANK TASHLIN · Screen Story and Screenplay by FRANK TASHLIN Associate Producer ERNEST D. GLUCKSMAN

VISTAVISION®

4 COLS. x { 125 LINES . . . . . 500 LINES / 9 inches . . . . . 36 inches } **MAT 404**

MORE THAN GREAT COMEDY! HERE'S GREAT ENTERTAINMENT!

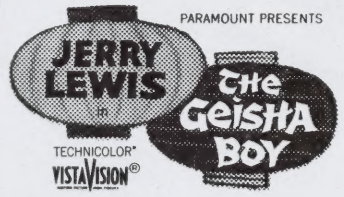
Tops Everything He's Ever Done!

Co-starring
MARIE McDONALD · SESSUE HAYAKAWA · Produced by JERRY LEWIS · Directed by FRANK TASHLIN · Screen Story and Screenplay by FRANK TASHLIN · Associate Producer ERNEST D GLUCKSMAN · VISTAVISION®

4 COLS. x { 100 LINES..... 400 LINES / 7 inches..... 28 inches

MAT 401

BOTH MIDGETS ON MAT 101



65 LINES
4 ½ inches

MAT 103

OFFICIAL BILLING

Paramount Presents..... 20%
in
VistaVision® 100%
Motion Picture High-Fidelity

JERRY LEWIS.....100%
in
THE GEISHA BOY.....100%

co-starring
Marie McDONALD Sessue HAYAKAWA 50%

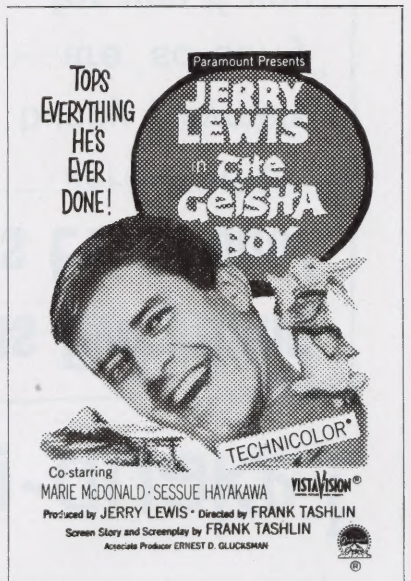
With these New Personalities

Suzanne Pleshette
Nobu Atsumi McCarthy
Robert Kazuyoshi Hirano
Ryuzo Demura
..... 25%

TECHNICOLOR® 33 1/3%

Produced by Jerry Lewis
Directed by Frank Tashlin
Screen Story and Screen Play by Frank Tashlin
..20%

Associate Producer
Ernest D. Glucksman.....15%



40 LINES
3 inches

MAT 102

4 COLS. x { 140 LINES.....560 LINES / 10 inches.....40 inches

MAT 406

COMPLETE CAMPAIGN MAT

All these ads and scenes on one mat:

Ad. No. 101	Ad. No. 201
Ad. No. 102	Ad. No. 203
Ad. No. 103	Ad. No. 204

Scene Mat No. 1A
Scene Mat No. 1C

ORDER SPECIAL MAT No. 1
from
NATIONAL SCREEN SERVICE

BANNER DISPLAYS

Obtainable from

NATIONAL FLAG COMPANY
43 West 21st St., New York 10, N. Y.

THEATRE POSTER SERVICE
250 Victoria St. Toronto, Ontario, Canada

MORE THAN GREAT COMEDY!
HERE'S GREAT ENTERTAINMENT!

One of the most amazing entertainers of all time fulfills his every promise!

JERRY LEWIS

finds fabulous fun in a fabulous land—all of Japan spread before your eyes in **TECHNICOLOR®** and **VISTAVISION®**

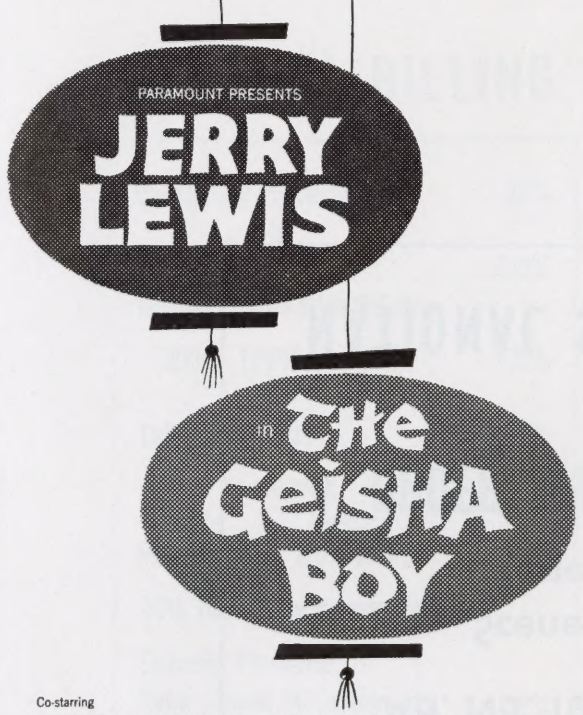
Co-starring
MARIE McDONALD · SESSUE HAYAKAWA

Produced by JERRY LEWIS · Directed by FRANK TASHLIN · Screen Story and Screenplay by FRANK TASHLIN · Associate Producer ERNEST D. GLUCKSMAN · A Paramount Release

3 COLS. x {100 LINES . . . . . 300 LINES / 7 inches . . . . . 21 inches}

MAT 303

WONDERFUL AND WILDLY FUNNY!



Something happens when a great artist and the part he was created for come together.

And now this has happened to Jerry Lewis. As "The Great Wooley," a broken down magician with an incredible rabbit and a touching relationship with a little Japanese boy, he delivers a performance that not only tickles your funny bone, but also touches your heart. It's one of those once-in-a-while things that happens so rarely in motion pictures.

It travels back and forth across the Pacific and, among other things, you're in for a guided tour of Japan—in VistaVision® and in **TECHNICOLOR®**

Co-starring
MARIE McDONALD · SESSUE HAYAKAWA

Produced by JERRY LEWIS · Directed by FRANK TASHLIN · Screen Story and Screenplay by FRANK TASHLIN · Associate Producer ERNEST D. GLUCKSMAN

3 COLS. x {133 LINES . . . . . 400 LINES / 9½ inches . . . . . 28½ inches}

MAT 304

Filled with the warmth that comes from the heart

...Here's one of the all-time great entertainments...as a great entertainer reaches new heights in a heart-felt comic masterpiece!

PARAMOUNT PRESENTS

JERRY LEWIS IN The Geisha Boy

Co-starring
MARIE McDONALD · SESSUE HAYAKAWA

Produced by JERRY LEWIS · Directed by FRANK TASHLIN · Screen Story and Screenplay by FRANK TASHLIN
Associate Producer ERNEST D. GLUCKSMAN

3 COLS. x {133 LINES ..... 400 LINES / 9½ inches ..... 28½ inches}

MAT 305

THEATRE

America's famous funnyman loses his heart to a lovable Japanese youngster —and you lose your head laughing!

PARAMOUNT PRESENTS
JERRY LEWIS

he's 'so sorry' for you if you miss his funniest, finest picture of all!

Jerry's knee-deep in Nipponese knockouts!

The Geisha Boy

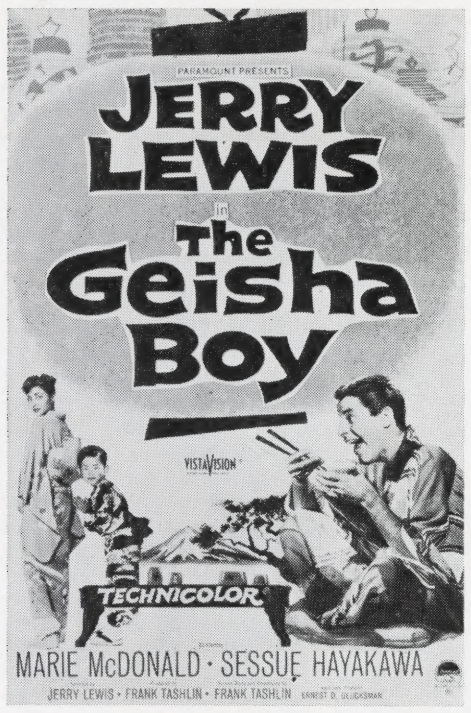
Co-starring
MARIE McDONALD
SESSUE HAYAKAWA

Produced by JERRY LEWIS · Directed by FRANK TASHLIN
Screen Story and Screenplay by FRANK TASHLIN
Associate Producer ERNEST D. GLUCKSMAN

All of Japan before your eyes in VISTAVISION® TECHNICOLOR®

3 COLS. x {132 LINES ..... 396 LINES / 9½ inches ..... 28½ inches}

MAT 306



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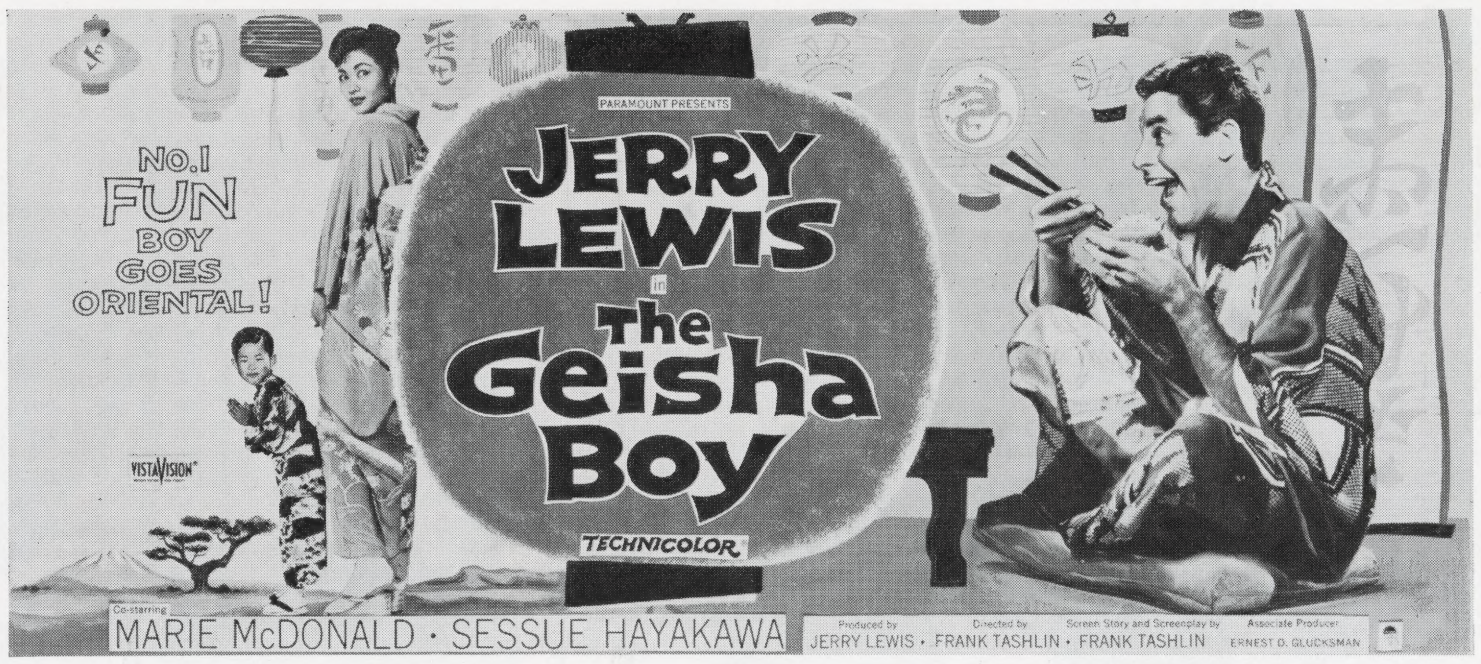

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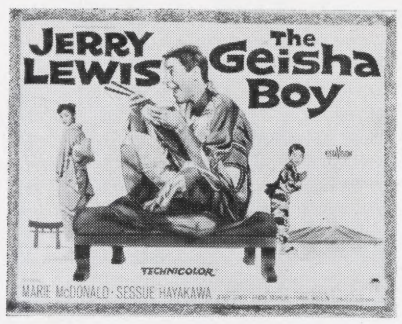

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